

Hollywood
Property Owners
Alliance

Monica Yamada
President
CIM Group

John Tronson
Vice President
Whitley Court Partners

Jan Martin
Secretary
AMD A

Leslie Blumberg
The Fonda

Joseph D'Amore
CRC Entertainment

Darcy Derler-Judd
Robertson Properties
Group

Mark Echeverria
Musso & Frank Grill

Michael Gargano
Argent Ventures, LLC

David Green
Nederlander
West Coast

Brian D. Johnson
Loews Hollywood Hotel

Evan Kaizer
The Sieroty Company

Chad Lewis
Klein Financial

John Lyons
Avalon Hollywood

Galo Medina
Comprehensive
Financial Services

Frank Stephan
Clarett West
Development

Mark Stephenson
Hollywood United
Methodist Church

Alyssa Van-Breene
DDD-Hollywood/
Gower LLC

Kerry Morrison
Executive Director



November 12, 2015

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Third Quarter Report July 1, 2015 to September 30, 2015

Hollywood Property Owners Alliance

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As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The transition from RBZ to Gursej Schneider, the new accounting firm, was formalized on August 1, 2015.
- The president of the HPOA Board, Monica Yamada, held a second "coffee with the president" meeting with stakeholders on July 10, 2015.
- A Nominating Committee was appointed by President Monica Yamada: John Lyons, chair; Michael Gargano and at-large member Greg Beck. A mass mailing went out to the community seeking nominations for the board seats that are expiring. Applications were due July 30, 2015. Currently there are 17 board members, and five seats are scheduled to turn over this November. Affected board members include: Medina, D'Amore, Blumberg, Stephan, Stephenson.
- An All Property Owners Meeting was held at the Loews Hollywood Hotel on August 13, 2015. (This was in lieu of an August Board meeting.) Speakers included City Attorney Mike Feuer, Councilmember Mitch O'Farrell, Lt. Alex Baez of LAPD and staff. Approximately 150 people attended. It was held jointly with the Sunset & Vine BID.
- The 2014 tax return was distributed to the board for their review at the September 17, 2015 meeting.
- The BID has formalized a lease agreement with Hollywood Studios, LLC to lease a (approximately) 3,500 SF office space at 6562 Hollywood Boulevard for a 62 month term, with an option to terminate the lease in December 2018 should the BID not receive its renewal.
- A total budget of \$52,000 was approved at the board's June 2015 meeting. After the start of tenant improvements and realizing the costs associated with furnishing, lighting, and other items, the board in September voted to increase the total move budget to \$100,555. This allowed for an approximate budget of \$28.33/per square foot, which was determined to be much more reasonable given the need to meet Title 24 lighting requirements and to purchase new office furniture.

II. Security

- During this quarter, installation of the video surveillance camera at the corner of Las Palmas and Hollywood Boulevard ran into problems. The pole does not have 24-hour power and in order to get it cables will have to be run around three of the four corners. Staff was able to work with the Bureau of Street Lighting, who was willing to do the work to extend the service feed necessary to the light pole at the SW corner. The cost to perform that work was estimated between \$3,500 and 4,000 and was taken from the Security Contingency budget.

- During this quarter 10,000 visitor information cards with tips related to panhandling and donations to street characters and CD vendors in four (4) languages were ordered, and the process of distributing them to the neighborhood began. Board members at the 9/17/15 meeting were asked to reach out to hotels, their employees, and residents of their properties to place these cards.

- A meeting was held in the BID office on 9/24/15 with State Representative Richard Bloom and Councilmember Mitch O'Farrell. A tour was organized for the assembly member to identify the arrival of new encampments. Six property owners representing the two BIDs were on hand to talk with him and Councilmember Mitch O'Farrell.

- The board passed a policy position at their 9/17/15 meeting which allows staff to communicate on their behalf relative to any legislation which negatively impacts the public realm by allowing individuals to use the public sidewalks or streets for living. This would apply to the "Right to Rest Act" and similar legislation introduced this year (SB 718) which would allow people to living in their vehicles.

- Statistics for third quarter are as follows:

| Category | Q3 | Year to Date |
|--------------------|------|--------------|
| Arrests | 97 | 323 |
| Radio Calls | 961 | 2692 |
| Business Contacts | 4393 | 15612 |
| Citizen Contacts | 3258 | 10430 |
| LAPD Assistance | 27 | 109 |
| Homeless Referrals | 213 | 921 |

III. Streetscape and Planning

- Numerous field inventories were conducted on Hollywood Boulevard during this quarter to catalogue existing conditions of streetscape assets including trash cans, trees, and tree wells. These inventories will be used to further streetscape improvements.
- New Victor Stanley trash receptacles (14) were purchased to replace existing CRA fixtures on Hollywood Boulevard. BID maintenance team installed new site furniture and affixed BID plaques to enhance district branding and identity.
- Staff informed stakeholders of pending streetscape projects to be implemented by the City, including the Hollywood Western Pedestrian Safety and Selma Safe Routes to School projects. Construction is slated to begin in 2017. The BID made recommendations to City staff for furniture and landscaping selections.
- The BID participated in PARK(ing) Day in partnership with the Great Streets Initiative and HR&A Advisors on September 18. The city temporarily activated 3 parking spaces outside of the Pantages Theatre with street furniture, landscaping, and programmed activities. Mayor Garcetti and Councilmember O'Farrell both participated in the event.
- The board supported moving forward with a resolution to name the La Brea median as Besley Triangle to commemorate Sarah Besley's 15 years of service to the BID. The board approved a plan to purchase two commemorative benches to install at the median.

IV. Marketing and Communications

- The festival being planned for November 5 – 8, 2015 was formally named ONLY IN HOLLYWOOD MUSIC + ARTS FESTIVAL. Several meetings were held with the Festival Steering Committee and partners over this quarter. A temporary employee was hired to help with contacting venues, articles and restaurants in preparing for the event. A website was created to capture the schedule and information about the festival, www.onlyinhollywood.org/festival
- The festival budget was reviewed with the board at their September 17, 2105 meeting. Funds are earmarked from the HPOA Marketing Budget (\$23,000) and the HPOA Temp Help budget (approx. \$8,000). Additional funds will be forthcoming from the CHC/SVBID and sponsorships.
- Staff adopted new graphic standards to govern all written materials associated with the Only in Hollywood logo. Further, new logo treatments are underway for the Hollywood Entertainment District, and the sister BID to the south, the Sunset & Vine BID. Drafts of the logos were shared with the board at their 9/17/15 meeting.
- A meeting was held with area businesses and venues on July 17 to discuss whether to continue publishing the annual Visitor's Guide and map. The general consensus is that this is a useful tool to promote businesses.

V. Other

- Staff attended the International Downtown Association conference in San Francisco. It started on September 30, 2105.
- Morrison participated in planning a statewide forum for BIDs, under the umbrella of the CA Downtown Association, to bring everyone current on the situation involving homelessness trends throughout the state. It was held on July 30, 2015 at the airport, and 110 people participated from all over California.
- A third quarter “dashboard report” was presented to the board at their 9/17/15 meeting.
- The staff continued to receive several Public Records Act request during this quarter. The requestor is Mr. Adrian Riskin. Staff endeavors to respond in an expedient way with these requests.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending September 30, 2015

| | Q3 2015 | YTD Actual | ANNUAL | |
|---|------------------|------------------|------------------|-----------------------|
| | | | Budget | YTD vs Budget |
| Income | | | | |
| Assessment Revenue | 1,724,097 | 3,445,291 | 3,563,944 | 118,653 |
| Total Income | 1,724,097 | 3,445,291 | 3,563,944 | 118,653 |
| Less Operating Expenses | | | | |
| City Fees | - | 35,870 | 35,639 | (231) |
| Contingency | 317 | 6,573 | 189,309 | 182,736 |
| Administration | 117,055 | 184,563 | 237,206 | 52,643 |
| Security | 433,523 | 1,120,869 | 1,633,020 | 512,151 <i>Note 1</i> |
| Maintenance | 276,680 | 720,163 | 1,137,000 | 416,837 <i>Note 1</i> |
| Personnel | 87,044 | 252,710 | 407,511 | 154,801 |
| ED&C/Marketing | 31,535 | 82,990 | 118,639 | 35,649 |
| Total Operating Expenses | 946,155 | 2,403,738 | 3,758,324 | 1,354,586 |
| Operating Surplus (Deficit) | 777,942 | 1,041,553 | (194,380) | (1,235,933) |
| Other Income | | | | |
| Assessment Revenue - Penalty Income | 19,029 | 23,684 | - | (23,684) |
| Interest Income - Bank | 108 | 274 | - | (274) |
| Interest Income - LA City | 3,397 | 8,023 | - | (8,023) |
| Grant Income | 5,000 | 5,000 | - | (5,000) |
| Total Other Income | 27,534 | 36,981 | - | (36,981) |
| Total Operating Surplus (Deficit) | 805,476 | 1,078,534 | (194,380) | (1,272,914) |
| Prior Years Assessment Income Received | | | | |
| Accounts Receivable - 2009 | 3,960 | 3,960 | | |
| Accounts Receivable - 2010 | - | 2,535 | - | - |
| Accounts Receivable - 2011 | - | 2,531 | - | - |
| Accounts Receivable - 2013 | 1,596 | 7,139 | - | - |
| Accounts Receivable - 2014 | 110 | 106,469 | - | - |
| Total Prior Years Assessment Income Received | 5,665 | 122,634 | - | - |
| TOTAL NET CASH | 811,142 | 1,201,169 | (194,380) | (1,272,914) |

Note 1: Quarterly report is on the cash basis. Additional expenses will be accrued at year end.